

(Sept 99. Progressive Greetings magazine out of the UK. The card industry's best magazine.)

Dreams Coming True

Members of the greeting card industry are helping to make dreams come true for terminally ill children - thanks to a golf day organized by agents Tids & Co. and Mark Devroy Agencies.

Inspired by the sterling work of charity Didi a Dream, which gives terminally ill children and their family a day to remember, Jon Tids conceived to organize a fund-raising golf day drawing support from the card and gift trade.

To date, over 100 'golfers' have signed up for the day, which is to take place September 12 at Westmeath Golf Club, Kesh, with Nolan, Clark, Leaping Trout, Rosses Corrib, Gosw Street, Portliffa and Talking Pictures being among those which have pledged support either by sponsoring a hole or donating a prize.

The golf game will be followed by a bit of a bit in the evening. Anyone wishing to attend or make a donation should contact Jon Tids on 01880 813373.

Culture Clubbing

Canadian Publisher Pushes For Maple Loyalty

One Canadian greeting card publisher is seeking fairer representation of Canadian culture in greeting card racks in the home of the Mountie and the maple leaf.

Terry McTavish, owner of Pendragon Prints, is spearheading a furious campaign to seek to redress a situation whereby, according to Terry, Canadian publishers have been unfairly squeezed out of the greeting card racks by the large American publishers, namely Hallmark and American Greetings.

These two 'giants' account for 75% of the Canadian market "with 150 companies trying to compete for the remaining 25%," according to Terry.

As far as Terry is concerned, the situation contravenes the free trade agreement Canada signed with the US: "Part of the agreement was to protect the cultural aspect of Canada. Greeting cards are part of that culture."

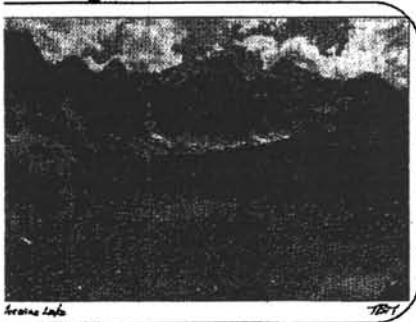
Terry has drawn on the experiences of the music industry to add weight to his argument. In reaction to a domination by US rock and pop groups, the Canadian Government decreed that at least 10% of the music played by Canadian radio stations had to be endemic to the country.

"It has helped to rejuvenate our music industry, enabling it to gain international respect," explained Terry.

He believes that similar support should be shown towards Canadian greeting card companies. His campaign, which has involved sending letters to over 150 companies and discussions

with Canadian members of parliament, has already gained support from Canadian card companies as well as attracting interest from the media.

(Pendragon Prints +604 298 4425)



Above: The unique beauty of Canada is portrayed in this card by Pendragon Prints.

Grow Your Own Tomatoes

Progressive Greetings magazine has been using the 'grow your own' theme for several years. Progress is still being made in this area. Progress is still being made in this area.

Cheer up!

Progressive Greetings magazine has been using the 'grow your own' theme for several years. Progress is still being made in this area.



Progressive Greetings magazine has been using the 'grow your own' theme for several years. Progress is still being made in this area. Progress is still being made in this area.

Royal Mail Ups Ad Spend

Royal Mail is to invest an extra £20 million in consumer advertising to encourage email mail sending.

This brings its total consumer advertising spend for the year April 99 to March 2000 to £20 million.

"This represents the first time that we have ever had a continuous advertising presence for the whole year," said Lorna Clark, marketing director of small business and consumer markets.

The additional spend will continue to "show the world through our eyes" via pages, with three new television commercials and three new posters which will start appearing from September.

It is also to extend its online advertising in October/November, targeting the younger generation. (See pages 12-13 for Royal Mail's Millennium plans)

Sharing The Same Birthdays

In what could be seen as a 'two for the price of one' offer, Birthdays is launching a joint venture retail initiative with tea and coffee specialist Whitbread.

The pilot store, which is in St Andrew's in Scotland, features both Birthdays and Whitbread names on the facade. While Birthdays has the lion's share of the space, with Whitbread products only accounting for 20% of the area, the front area of the shop incorporates both Birthdays greeting cards and Whitbread products.

While John Lowring, chairman of Birthdays, had some involvement with Whitbread, as director it is no longer the case.

According to Ian French, buying and merchandise director of Birthdays, the deal evolved from the fact that "the management teams of both businesses have held talks and we feel that there may be aspects we could learn from each other".

This tie-up with Whitbread follows closely behind the opening of Birthdays' joint venture shops with Thurston.